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(54) Title: SYSTEM AND METHOD FOR LINKING ONLINE RESOURCES TO PRINT MEDIA AND AUTHORING TOOL FOR SAME
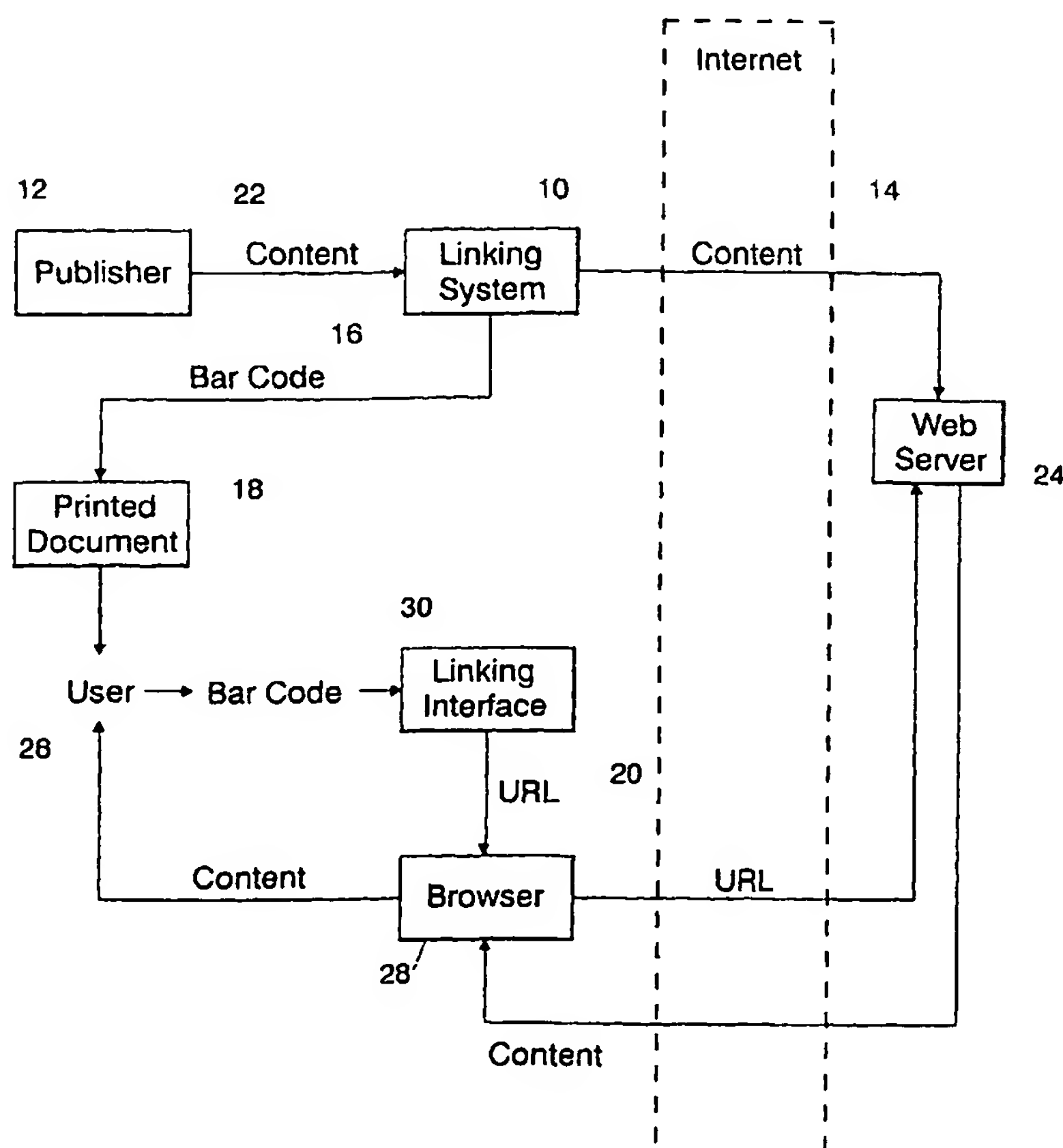
(57) Abstract: A network-based system and method permit a publisher (12) to generate and encode content to be readily accessed by codes (16) or indicia, such as bar codes, and which may be associated with advertising related to the content via the codes. The system supports composer, reader, discovery, and static web page interfaces for permitting users (26) to act as publishers (12), readers, or browsers (28), using the codes for efficient and rapid access of content.

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